

science news

June 7, 1969 **25c**
vol. 95 no. 23, pp. 541-564

NBS: The house of measurement
Birth control: the next generation
Letter from Frankfurt
bitterness about VTOL

Storm over the census



These men believe in the importance of excellent higher education.

They know it can't be maintained without increasing business support.

Many large corporations and small businesses are contributing generously to colleges and universities. The men who head these businesses are urging others to join them—with larger investments—or by starting a company aid-to-education program.

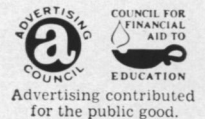
Business needs college talent in increasing quantity. But rocketing costs are causing a financial crisis for colleges and universities that could impede educational progress.

If your business has not recently evaluated the self-interest importance of investing in higher education, it should do so now.

Tuition, on the average, covers but $\frac{1}{3}$ the cost of a college education. More help from more businesses is needed to contribute importantly to the other $\frac{2}{3}$.

Give to the college of your choice.

Special to management—a new booklet of particular interest if your company has not yet established an aid-to-education program. Write for: "How to Aid Education," Box 36, Times Square Station, New York, N. Y. 10036.



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Census gathering has changed considerably since this 19th century example. The public is beginning to wonder if their individual rights of privacy are being invaded, and anti-census campaigns are raging in the Congress. p. 560 (Photo: Harper's)

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